

## MAXX Design

ORGANISATION SIZE / Small Business (up to 50 employees)

Catherine Jenkins

2 Toomers Wharf  
Canal Walk  
Newbury  
RG14 1DY

### BRIEF SYNOPSIS OF YOUR CSR APPLICATION

Good CSR has been at the cornerstone of our business since it was established in 1995. We aimed to build a business that was built on integrity and ethics and wherever possible to follow business practices that supported these principles. Although policies and practices have evolved over the years, we remain true to our goals and have our business mantra printed onto our walls as a permanent reminder: be creative, be honest, be bold, be happy, be MAXX.

Our Four Pillars of CSR:

**Environmental CSR:** We endeavour to minimise our negative impact on the environment through energy saving, recycling and encouraging positive practices in our supply chain

**Community-based CSR:** We partner with community initiatives, education and the Arts to enrich, support and learn from our local community

**Workplace CSR:** We support diversity and inclusion and aim to further the well-being and personal growth of all our team members

**Philanthropic CSR:** We offer reduced rates and/or help in kind for charities and not-for-profit organisations

At MAXX we aim to create a positive working environment for our staff and wherever possible to give back and learn from our community partners. Integrity is at the heart of our business ethos. At all times we aim to treat customers, staff, suppliers, partners and the environment with dignity, honesty, and respect. This is written into our Aims and Values (within "All You Need to Know about Working with MAXX") accessible by staff at all times.

### OVERALL SUMMARY

#### Environmental CSR:

We have an environmental policy (supplied in All You Need To Know About Working With MAXX), which outlines our approach. This has been demonstrated recently by the introduction of energy-efficient lighting in our building which produced a carbon saving of 7.66 tonnes and provided a positive working environment for staff. We upgraded our office lighting, using a trusted local supplier, from the old fluorescent lights with 62 sleek 37w LED Panels plus eight 10w external lamps. The emergency lighting was also changed to LED to make the offices complaint with the Health and Safety at

#### Work Act.

The whole workplace is much improved by fresh, natural light, which is crucial for the colour matching and detailed work needed by our staff. The installation also came with a five-year guarantee and a proposed energy saving of 69%, which means the work will pay for itself in 2.3 years.

We use Environmental Solutions to recycle all our shredded paper waste and Grundon to recycle paper, board, plastics and cans. Glass is recycled off-site in registered sites. All our design is printed on Forest Stewardship Council approved paper and

board and some of our printers can offer biodegradable lamination products. We recycle printer cartridges whenever possible (disposing of the colour cartridges is sometimes challenging!)

We rely on a number of strategic partnerships to deliver our services, particularly for print. But before adding a new organisation to the supply chain, they are vetted against a strict set of criteria, which includes its environmental commitment.

We also support staff wishing to use the Cycle to Work scheme.

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## Community-based CSR:

We are committed to supporting our local community, from which, wherever possible we prefer to source our employees, suppliers and partners.

We are regularly approached to take work experience students from local schools and colleges and our history shows that we often recruit these young people into our workforce. We currently employ a young woman who started here as an Admin Apprentice and is now a vital member of our Digital Communications Team, a young web developer who trained initially at Newbury College and our Marketing Communications Executive who came to us for an internship and now works full time.

For us, business is about more than making money, it has to involve creating value for someone other than ourselves. We believe that organisations have a responsibility to give back to the local community in which they operate, as well as their industry at large. We do this in several ways, including:

- Active and long-term members of IoD, The Business Forum, and CIM
- Active member of Agency Collective, which shares best practice and facilitates collaboration between agencies
- Regularly take placements from local schools and universities
- Actively support Young Enterprise, Education Business Partnership and West Berkshire Training Consortium through advice, mentoring, donating our time and/or buying training
- ClubMAXX: key clients can do business together and learn new skills

We are also long-time supporters of the Arts and have been corporate members of The Watermill Theatre for several years – we often support shows and invite our clients to attend.

## Workplace CSR:

One of our core company values is all about our people, so ensuring our team is fully involved and supportive of any initiatives is of the utmost importance. When a new employee joins the team, they are provided with our Staff Handbook, which lists all the policies we have in place. It means that from day one, everyone understands what is expected, and why it's important.

As part of their work, many members of staff become personally involved with the clients they serve, wanting to go above and beyond to give more. Since working on a project for The Rosemary Appeal, one of our account managers has become a trustee on the board of Newbury Cancer Care and volunteers to serve in her own time and a member of our marketing team sat on the committee for Young Enterprise to advise the next generation on social media activities.

Acting as ambassadors for everything we stand for at MAXX, we're very proud of our team and all the work they undertake on their own initiative.

We encourage diversity and inclusion within MAXX and strive to give all staff the information they need to understand how to further themselves and their career whilst working here. Wherever possible we offer flexible working arrangements including working from home and flexible hours although we are aware that this is sometimes difficult for some teams to facilitate. We will be looking at how we can make this easier over the coming year. Each person has an individual training plan and we fund training that is relevant when needed e.g. CIM Marketing Diploma and Certificate, leadership training and coaching and on the job mentoring and up-skilling. We aim to follow Investors in People and ISO 9001 guidelines.

We have a communication structure that includes formal meetings including quarterly and annual 1:1 meetings with

managers, weekly team meetings and annual company meetings which are run by the four key Team Leaders and aim to communicate achievements and discuss objectives for the coming year. We also encourage our Team Leaders to report directly to the Board about their departments achievements and plans each month. Informally we meet far more often including weekly "cake" where we take it in turns to bake for everyone, social events including sports tournaments, dinner dates, trips to the theatre, go-karting and art galleries. Our company culture is supportive and inclusive – very much a family feel.

We offer benefits to our staff that includes: free car parking (worth £8-12 per day), £25 per month per employee to be spent on an activity or fitness related activity – our "Fit Fund", PerkBox (a card based benefit system offering vouchers and discounts), a Group Life Assurance Scheme and Pension Scheme.

## Philanthropic CSR:

We work for many charities and not-for-profit organisations including SANE, Breast Cancer Now and Hft and always offer a reduced rate however, in line with our community CSR (see above) we are particularly keen to work with local charities and where we can we give help in kind. Examples include The Rosemary Appeal where we worked to create the name, visual identity, website and collateral for this newly launched Appeal which went on to raise £5.3 million to open a Cancer Care and Renal Dialysis Unit in Newbury. In the past year we also hosted a Murder Mystery Evening (press cutting supplied) that raised £28,000 towards the Appeal (with match funding). As the Unit has opened, we now support Newbury Cancer Care with pro bono social media work. Over the past year, we have also provided in-kind support for Time to Talk, supporting young people struggling with mental health challenges and Starting Point in Reading which helps young people get on the employment ladder.

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We work closely with our strategic partners to ensure our clients receive the best standard of work and have achieved many awards (see credentials presentation). 94% of our clients rate our delivery as good/excellent but in delivering high standards of work, CSR remains at the very core of our business. We are aware that the benefits that we gain from CSR far outweigh any

cost to our company in terms of employee recruitment and retention, our company reputation and brand awareness. On top of this, CSR has significantly contributed to making MAXX a happy place to work – which has to be a good thing!

For more information about MAXX, please see our company credentials document – supplied.

[https://csr-accreditation.co.uk/wp-content/uploads/vfb/2018/12/All\\_you\\_need\\_to\\_know\\_about\\_working\\_with\\_MAXX\\_v3-1.pdf](https://csr-accreditation.co.uk/wp-content/uploads/vfb/2018/12/All_you_need_to_know_about_working_with_MAXX_v3-1.pdf)

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